Ver# 3 Status Revised Traffic Order# 203622

Printed: Last Received:

Showing Buylines: All Rep Revised Lines

09/24/2012 1:49 PM 09/24/2012 I:38 PM

1 of 5

Station KASA-TV ALBUQUERQUE, NM.

Advertiser ( ) .DSCC IE

Product DSCC IE Estimate# 1540

Buyer DAN NAGELBERG

Phone# Fax#

Agency ( ) GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1540 Flight Dates

10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office ( Salesperson (

) PHILADELPHIA ) AMY MCCREARY

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

## --- CONTRACT COMMENT ---

SC=\*

### --- REMARKS ---

REV TO CNX ORDER ATTN ALL LINES ATTN NEW TTL PLEASE CNF THANKS

Ln Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1	Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/09-10/12	0	\$0.00	:30		TU-F	7A-8A	0	\$25.00
*2	Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	М	7A-8A	0	\$25.00
*3	Buyline Comment: NEW MEX STYLE V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	8A-9A	0	\$45.00
* 4	Buyline Comment: NEW MEX STYLE V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	M	8A-9A	0	\$45.00
*5	Buyline Comment: PEOPLES COURTT V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	1P-2P	0	\$150.00

 Rep Order#
 6849387
 Ver#
 3
 Status Revised
 Traffic Order# 203622
 Printed:
 09/24/2012 1:49 PM
 2 of 5

 EC'd Yes
 Last Received:
 09/24/2012 1:38 PM

Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM. Advertiser ( ).DSCC IE Product DSCC IE Estimate# 1540		3050 K S WASHIN <b>Agency</b> C/P1/ <b>P2</b> /E	3050 K ST NW Sal WASHINGTON, DC 20007 Sal Agency C/P1/P2/E 49/53/1540					Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY				
Bnyer DA Phone# Fax#	AN NAGELBERG	Flight Dates Hiatus Weeks	10/09/2012	- 10/15/2012		Salesperson l Salesperson l		5-568-6540  5-568-1845				
Ln Daypart		Dates	# of Weeks	Total Cost	Len	Spots/Week	_	Time	Total Spots	Rate		
* 6		10/15-10/15	0	\$0.00	:30	0	 M	1P-2P	0	\$150.00		
	Buyline Comment: PEOPLES COURT V3 Cancelled											
*7		10/09-10/12	0	\$0.00	:30	0	TU-F	3P-4P	0	\$150.00		
	Buyline Comment: PEOPLES COURT V3 Cancelled											
*8		10/15-10/15	0	\$0.00	:30	0	M	3P-4P	0	\$150.00		
	Buyline Comment: PEOPLES COURT V3 Cancelled											
*9		10/09-10/12	0	\$0.00	:30	0	TU-F	4P-5P	0	\$150.00		
	Buyline Comment: AFV V3 Cancelled											
*10		10/15-10/15	0	\$0.00	:30	0	M	4P-5P	0	\$150.00		
	Buyline Comment: AFV V3 Cancelled											
*11		10/09-10/12	0	\$0.00	:30	0	TU-F	10P-1030P	0	\$175.00		
	Buyline Comment: SIMPSONS V3 Cancelled											
*12		10/15-10/15	0	\$0.00	:30	0	М	10P-1030P	0	\$175.00		
	Buyline Comment: SIMPSONS V3 Cancelled	2., 22		1000	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	v	A 4	101 10301		¥110.00		
*13		10/09-10/12	0	\$0.00	:30	0	TU-F	0D 020D	0	¢500 00		
13	Buyline Comment: NEWS	10/05 10/12	Ü	Ç0.00	. 50	U	10-F	9P-930P	U	\$500.00		
	V3 Cancelled											
*14		10/15-10/15	0	\$0.00	:30	0	М	9P-930P	0	\$500.00		
	Buyline Comment: NEWS V3 Cancelled											

Rep Order# EC'd Yes Printed: 09/24/2012 1:49 PM Last Received: 09/24/2012 1:38 PM Showing Buylines: All Rep Revised Lines 6849387 Status Revised Traffic Order# 203622 Ver# 3 3 of 5

Station KASA-TV ALBUQUERQUE, NM. Advertiser ( ).DSCC IE Product DSCC IE Estimate# 1540 Buyer DAN NAGELBERG		3050 K ST WASHING <b>Agency C/P1/P2/</b> E	NW GTON, DC 49/53/15			Salesperson	Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY  Salesperson Phone# 215-568-6540				
Phone# Fax#	D.M. M. GOLDBERG	Hiatus Weeks	10/03/2012	- 10/13/2012				215-568-1845			
Ln Da	ypart Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
						~					
*15	Durling Correct, MPMC	10/09-10/12	0	\$0.00	:30	0	TU-F	930P-10P	0	\$400.00	
	Buyline Comment: NEWS V3 Cancelled										
×16	Buyline Comment: NEWS	10/15-10/15	0	\$0.00	:30	0	M	930P-10P	0	\$400,00	
	V3 Cancelled										
*17	Buyline Comment: NEWS	10/13-10/13	0	\$0.00	:30	0	SA	9P-930P	0	\$350.00	
	V3 Cancelled										
*18	Buyline Comment: NEWS	10/13-10/13	0	\$0.00	:30	0	SA	930P-10P	0	\$350.00	
	V3 Cancelled										
*19	Buyline Comment: NEWS	10/14-10/14	0	\$0.00	:30	0	SU	9P-930P	0	\$500.00	
	V3 Cancelled										
*20	Buyline Comment: NEWS	10/14-10/14	0	\$0.00	:30	0	SU	930P-10P	0	\$350.00	
	V3 Cancelled										
*21	Buyline Comment: BONES	10/15-10/15	0	\$0.00	:30	0	М	7P-8P	0	\$1,300.00	
	V3 Cancelled										
*22	Buyline Comment: RH/B & K V3 Cancelled	10/09-10/09	0	\$0.00	:30	0	TU	7P-8P	0	\$1,300.00	

EC'd Yes Last Received: 09/24/2012 1:38 PM Showing Buylines: All Rep Revised Lines Station KASA-TV ALBUQUERQUE, NM. ) GREAT AMERICAN MEDIA Agency Rep Firm Advertiser 3050 K ST NW ) .DSCC 1E Sales Office ( ) PHILADELPHIA Product DSCC 1E WASHINGTON, DC 20007 Salesperson ( ) AMY MCCREARY Estimate# 1540 Agency C/P1/P2/E 49/53/1540 Buyer DAN NAGELBERG Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 215-568-6540 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845 Fax# Ln Daypart Program Dates # of Total Cost Len Spots/Week Day Time Total Rate Weeks Spots \_\_\_\_\_\_ \_\_\_\_\_ \*23 10/11-10/11 0 \$0.00 :30 0 TH 0 7P-8P \$1,650.00 Buyline Comment: XFACTOR V3 Cancelled \*24 10/12-10/12 0 :30 \$0.00 0 F 7P-8P 0 \$350.00 Buyline Comment: TOUCH V3 Cancelled \*25 10/12-10/12 0 \$0.00 :30 0 0 8P-9P \$500.00 Buyline Comment: FRINGE V3 Cancelled \*26 10/13-10/13 \$0.00 :30 0 SA 2P-5P 0 \$300.00 Buyline Comment: COLLEGE FOOTBALL V3 Cancelled **\*27** 10/13-10/13 0 \$0.00 :30 0 SA 6P-9P \$400.00 Buyline Comment: COLLEGE FOOTBALL V3 Cancelled \*28 10/13-10/13 0 \$0.00 :30 0 SA 530P-9P \$1,000.00 Buyline Comment: MLB- NLCS V3 Cancelled

Printed:

09/24/2012 1:49 PM

4 of 5

Traffic Order# 203622

10/14-10/14

0

\$0.00

:30

0

SU

11A-2P

\$15,000.00

--- REPORT TOTALS---

\*29

Rep Order#

6849387

Ver# 3

Status Revised

Report Totals: 0 / \$0.00

Buyline Comment: NFL V3 Cancelled 
 Rep Order#
 6549387
 Ver#
 3
 Status Revised
 Traffic Order# 203622
 Printed:
 09/24/2012 1:49 PM
 5 of 5

 EC'd Yes
 Last Received:
 09/24/2012 1:38 PM

WASHINGTON, DC 20007

49/53/1540

10/09/2012 - 10/15/2012

3050 K ST NW

Agency C/P1/P2/E

Flight Dates

Hiatus Weeks

Showing Buylines: All Rep Revised Lines

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) PHILADELPHIA

) AMY MCCREARY

215-568-6540

215-568-1845

Station KASA-TV ALBUQUERQUE, NM. Agency ( ) GREAT AMERICAN MEDIA

Advertiser ( ) .DSCC IE
Product DSCC IE
Estimate# 1540

Buyer DAN NAGELBERG

Phone# Fax# Oct 12:

Oct 12: 0 / \$0.00 Sales Totals: 0 / \$0.00 Station Totals: 0 / \$0.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0 CABL 0% KASA 14% KASY 1% KLUZ 0% KOAT 36%

KOB 20% KRQE 28% KWBQ 1%

--- COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12 Demos RA35+

---Agency Comment--PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 EC'd Yes

Ver# 2 Status Returned Traffic Order# 203622

Printed:

09/05/2012 4:41 PM

Last Received: 09/05/2012 2:04 PM

2-3P IN PEOPLES CT.

Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.

Advertiser ( ) .DSCC 1E

Product DSCC 1E Estimate# 1540

Buyer DAN NAGELBERG

Phone# Fax#

Agency ) GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007 Agency C/P1/P2/E

Flight Dates

49/53/1540 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office ( Salesperson ( ) PHILADELPHIA

) AMY MCCREARY

1 of 2

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

#### --- CONTRACT COMMENT ---

SC=\*

### --- REMARKS ---

SEE PR TP CHANGES BELOW. SPOTS ARE BOOKED IN PEOPLES COURT LINES 5-8

Ln	Daypart	Program		Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
										<del>-</del>			
*5				10/09-10/12	1	\$600.00	:30	4	TU-F	1P-2P	4	\$150.00	
		Buyline Comment: PE	Buyline Comment: PEOPLES COURTT										
		Station Remark:	V2 PEOPLES COURT A: IN PEOPLES COURT	IRS 12-1P EFF 9/1	0. CH TP	THIS LN 12-1P							
* 6				10/15-10/15	1	\$150.00	:30	1	M	1P-2P	1	\$150.00	
		Buyline Comment: PE	COPLES COURT										
*6 *7		Station Remark:	V2 PEOOPLES COURT A TO 12-1P IN PEOPLES		10. CH TE	P THIS LN							
*7				10/09-10/12	1	\$600.00	:30	4	TU-F	3P-4P	4	\$150.00	
		Buyline Comment: PE	COPLES COURT										
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. CHANGE THIS LN TO 2-3P IN PEOPLES CT											
* 8				10/15-10/15	1	\$150.00	:30	1	М	3P-4P	1	\$150.00	
		Buyline Comment: PE	COPLES COURT										
		Station Remark:	V2 PEOPLES COURT AT	IRS 2-3P EFF 9/10	CHANGE T	HIS LINE TO							

# --- REPORT TOTALS---

Report Totals: 10 / \$1,500.00

 Rep Order#
 6849387
 Ver#
 2
 Status
 Returned
 Traffic Order# 203622
 Printed:
 09/05/2012 4:41 PM
 2 of
 2

 EC'd
 Yes
 Last Received:
 09/05/2012 2:04 PM

Showing Buylines: Last Sta Revised Lines

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) PHILADELPHIA

) AMY MCCREARY

215-568-6540

215-568-1845

Station KASA-TV ALBUQUERQUE, NM. Agency ( ) GREAT AMERICAN MEDIA

Advertiser ( ) DSCC IE 3050 K ST NW

 Product
 DSCC IE
 WASHINGTON, DC 20007

 Estimate#
 1540
 Agency C/P I/P2/E
 49/53/1540

Buyer DAN NAGELBERG Flight Dates 10/09/2012 - 10/15/2012

Phone# Hiatus Weeks

Fax#
Oct 12: 63 / \$34,245.00

Sales Totals: 63 / \$34,245.00 Station Totals: 63 / \$34,245.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$244,607 CABL 0% KASA 14% KASY 1% KLUZ 0% KOAT 36%

KOB 20% KRQE 28% KWBQ 1%

--- COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12 Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 EC'd Yes

Status New Ver# 1

Traffic Order#

Printed:

09/05/2012 2:03 PM

09/05/2012 1:54 PM

Last Received: 09/0 Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.

Advertiser ( ) DSCC IE

Product DSCC 1E Estimate# 1540

DAN NAGELBERG Buyer

Pirone# Fax#

) GREAT AMERICAN MEDIA Agency (

3050 K ST NW

WASHINGTON, DC 20007 Agency C/P1/P2/E

Flight Dates

49/53/1540 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office ( Salesperson (

) PHILADELPHIA ) AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

# --- CONTRACT COMMENT ---

٥	U	_	

Ln Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	Buyline Comment: WENDY WILLIAMS	10/09-10/12	1	\$125.00	:30	5	TU-F	7A-8A	5	\$25.00 3
2	Buyline Comment: WENDY WILLIAMS	10/15-10/15	1	\$25.00	:30	1	М	7A-8A	1	\$25.00 3
3	Buyline Comment: NEW MEX STYLE	10/09-10/12	1	\$225.00	:30	5	TU-F	8A-9A	5	\$45.00 3
4	Buyline Comment: NEW MEX STYLE	10/15-10/15	1	\$45.00	:30	1	М	8A-9A	1	\$45.00 3
5	Buyline Comment: PEOPLES COURTT	10/09-10/12	1	\$600.00	:30	4	TU-F	12-1 18-29	4	\$150.00 Z
6	Buyline Comment: PEOPLES COURT	10/15-10/15	1	\$150.00	:30	1	M	12-1 18-28	1	\$150.00 2
7	Buyline Comment: PEOPLES COURT	10/09-10/12	1	\$600.00	:30	4	TU-F	2-3 3P-4F	4	\$150.00 2
8	Buyline Comment: PEOPLES COURT	10/15-10/15	1	\$150.00	:30	1	М	2-3 3P-4P	1	\$150.00 2
9	Buyline Comment: AFV	10/09-10/12	1	\$1,050.00	:30	7	TU-F	4P-5P	7	\$150.00 2
10	Buyline Comment: AFV	10/15-10/15	1	\$150.00	:30	1	М	4P-5P	1	\$150.00 2

Station KASA-TV ALBUQUERQUE, NM. Advertiser ( ).DSCC IE Product DSCC IE Estimate# 1540 Buyer DAN NAGELBERG		3050 K S7	T NW GTON, DC 2 49/53/154			Rep Firm Sales Office ( Salesperson ( Salesperson P	) AMY			
Phone#	NAGELBERG	Hiatus Weeks	10/03/2012	- 10/15/2012		Salesperson F		5-568-6540 5-568-1845		
Fax# Ln Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11	Buyline Comment: SIMPSONS	10/09-10/12	1	\$700.00	:30	4	TU-F	10P-1030P	4	\$175.00 4
12	Buyline Comment: SIMPSONS	10/15-10/15	1	\$175.00	:30	1	М	10P-1030P	1	\$175.00 4
13	Buyline Comment: NEWS	10/09-10/12	1	\$2,000.00	:30	4	TU-F	9P-930P	4	\$500.00 4
14	Buyline Comment: NEWS	10/15-10/15	1	\$500.00	:30	1	М	9P-930P	1	\$500.00 4
15	Buyline Comment: NEWS	10/09-10/12	1	\$1,600.00	:30	4	TU-F	930P-10P	4	\$400.00 \
16	Buyline Comment: NEWS	10/15-10/15	1	\$400.00	:30	1	М	930P-10P	1	\$400.00 4
17	Buyline Comment: NEWS	10/13-10/13	1	\$350.00	;30	1	SA	9P-930P	1	\$350.00 4
18	Buyline Comment: NEWS	10/13-10/13	1	\$350.00	:30	1	SA	930P-10P	1	\$350.00 4
19	Buyline Comment: NEWS	10/14-10/14	1	\$500.00	:30	1	SÜ	9P-930P	1	\$500.00 4
20	Buyline Comment: NEWS	10/14-10/14	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00
21	Buyline Comment: BONES	10/15-10/15	1	\$1,300.00	;30	1	М	7P-8P	1	\$1,300.00

 Rep Order#
 6849387
 Ver#
 1
 Status
 New
 Traffie Order#
 Printed:
 09/05/2012 2:03 PM
 3 of
 4

 EC'd
 Yes
 Last Received:
 09/05/2012 1:54 PM

Showing Buylines: All Lines

Advertiser ( Produet DSC Estimate# 154	-TV ALBUQUERQUE, NM. ).DSCC IE CC IE 0 N NAGELBERG	3050 K. S	T NW KGTON, DC 49/53/15				ales Office ( ) PHILADELPHIA					
Ln Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate		
22	Buyline Comment: RH/B & K	10/09-10/09	1	\$1,300.00	:30	1	TU	 7P-8P	1	\$1,300.00 3		
23	Buyline Comment: XFACTOR	10/11-10/11	1	\$1,650.00	:30	1	TH	7P-8P	1	\$1,650.00 4		
24	Buyline Comment: TOUCH	10/12-10/12	1	\$350.00	:30	1	F	7P-8P	1	\$350.00		
25	Buyline Comment: FRINGE	10/12-10/12	1	\$500.00	:30	1	F	8P-9P	1	\$500.00 3		
26	Buyline Comment: COLLEGE FOOTBALL	10/13-10/13	1	\$900.00	:30	3	SA	2P-5P	3	\$300.00 3		
27	Buyline Comment: COLLEGE FOOTBALL	10/13-10/13	1	\$1,200.00	:30	3	SA	6P-9P	3	\$400.00 3		
28	Buyline Comment: MLB- NLCS	10/13-10/13	1	\$2,000.00	:30	2	SA	530P-9P	2	\$1,000.00 3		
29	Buyline Comment: NFL	10/14-10/14	1	\$15,000.00	:30	1	SU	11A-2P	1	\$15,000.00		

## --- REPORT TOTALS---

Report Totals: 63 / \$34,245.00

# ---SALES MONTHLY TOTALS---

Oct 12: 63 / \$34,245.00 Sales Totals: 63 / \$34,245.00 Rep Order# 6849387 Ver# 1 Status New Traffic Order# Printed: 09/05/2012 2:03 PM 4 of 4 EC'd Yes Last Received: 09/05/2012 1:54 PM

WASHINGTON, DC 20007

3050 K ST NW

Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.

) .DSCC 1E Advertiser (

Product DSCC IE Estimate# 1540

Buyer DAN NAGELBERG

Phone# Fax#

Station Totals: 63 / \$34,245.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$244,607

0% CABL 20% KOB

Agency (

Flight Dates

Hiatus Weeks

Agency C/P1/P2/E

KASA 14% 28% KRQE

49/53/1540

) GREAT AMERICAN MEDIA

10/09/2012 - 10/15/2012

KASY 1% 1% KWBQ

Rep Firm

KLUZ

0%

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

> 36% KOAT

### --- COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12 RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

### --- CREDIT RISK ---

CASH IN ADVANCE